

Application No. : 09/825,772  
Amdt. Dated : October 21, 2009  
Reply To O.A. Of : July 21, 2009

### Amendments To The Claims

The listing of claims replaces all prior versions and listings of claims. Only those claims being amended herein show their changes in highlighted form, where insertions appear as underlined text (e.g., insertions) while deletions appear as strikethrough text (e.g., ~~deletions~~).

1. – 29. (Canceled).

30. (Previously Presented) A method of providing consumers information about consumer products through a subscription-based system where each consumer tightly controls the information provided by selecting specific subject areas of information for each consumer product, the method comprising:

receiving from a potential consumer through an electronic device connected to an electronic communications network, a selection of a consumer product available for purchase through commerce by the potential consumer of the product;

providing to the potential consumer through the electronic communications network one or more subscription offers to different consumer information about the product, each subscription offer associated with consumer information about the product organized into specific subject areas subordinate to the product, at least one of said consumer information about said product including a price of said product;

receiving one or more subscriptions to one or more of the specific subject areas about the product, at least some of said subscriptions including conditions and at least one condition including a price or price range said consumer may be willing to pay for said product; and

only when conditions relating to the subscription are met, including one or more commercial opportunities for said consumer to purchase said product at or below said price or within or below said price range, formatting deliverables to be sent to the consumer through the electronic communications network according to the subscription, the deliverables including portions of the consumer information corresponding to the selected one or more specific subject areas.

**Application No. :** 09/825,772  
**Amdt. Dated :** October 21, 2009  
**Reply To O.A. Of :** July 21, 2009

31. **(Original)** The method of Claim 30, wherein the product comprises a service.

32. **(Previously Presented)** The method of Claim 30, wherein the receiving the selection of the product comprises receiving search constraints including one of "Company," "Brand," "Product," or "Service."

33. **(Original)** The method of Claim 30, wherein the receiving the selection of the product comprises receiving searching criteria and returning search results.

34. **(Original)** The method of Claim 30, wherein the receiving the selection of the product comprises receiving selections of topical and subtopical information.

35. **(Original)** The method of Claim 30, wherein the receiving the selection of the product comprises receiving information acquired by the consumer using a consumer computing device capable of reading barcodes.

36. **(Previously Presented)** The method of Claim 35, wherein the personal computing device comprises one of a personal digital assistant or a mobile phone.

37. **(Original)** The method of Claim 30, wherein the consumer information includes dynamic consumer information.

38. **(Previously Presented)** The method of Claim 30, wherein at least one of the specific subject areas comprises consumer-specified parameters, wherein at least one of the consumer-specified parameters comprises one of a frequency of delivery, a delivery schedule, a delivery when the consumer information reaches a threshold, a delivery date range, an action by a supplier of the consumer information, or an action by the consumer.

39. **(Previously Presented)** The method of Claim 30, wherein at least one of the specific subject areas comprises one of "Discounts," "Comparisons," "New Releases," "General Information," "Catalogs," or "Special Offers."

40. **(Original)** The method of Claim 30, wherein at least one of the specific subject areas comprises one or more request services.

41. **(Previously Presented)** The method of Claim 30, wherein the deliverables include any one or more of an email, a mail message, a page, a telephone

Application No. : 09/825,772  
Amdt. Dated : October 21, 2009  
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call, a telephone message, a mobile phone call, a mobile phone message, or a message to a consumer computing device.

42. **(Previously Presented)** The method of Claim 30, wherein one or more of the deliverables allows the consumer to purchase the product.

43. **(Previously Presented)** The method of Claim 30, wherein one or more of the deliverables allows the consumer to access online information from a vendor of the product.

44. **(Previously Presented)** The method of Claim 30, wherein one or more of the deliverables allows the consumer to access additional online information.

45. **(Previously Presented)** The method of Claim 30, wherein one or more of the deliverables allows the consumer to select more of the one or more specific subject areas.

46. – 54. **(Canceled).**

55. **(Previously Presented)** A method of obtaining information about a consumer product available for purchase by consumers when the information about the product matches strict consumer-selected criteria, the method comprising:

accessing an online service through an electronic device connected to an electronic communications network;

selecting a commercial product with the electronic device, the commercial product being available for purchase through commerce, said selecting being from product listings of the online service;

subscribing through the electronic device to one or more subject areas of consumer information subordinate to and about the selected product;

designating through the electronic device delivery parameters corresponding to the subscription including a price or price range at which the consumer would be interested in receiving said consumer information, wherein the delivery parameters govern when the consumer information corresponding to the subscribed-to subject areas will be delivered; and

when the delivery parameters are met, electronically receiving the consumer information corresponding to the subscription.

**Application No. :** 09/825,772  
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56. **(Original)** The method of Claim 55, wherein the product comprises a service.

57. **(Original)** The method of Claim 55, wherein the delivery parameters govern how the consumer information will be delivered.

58. **(Original)** The method of Claim 55, wherein the delivery parameters govern the portions of the consumer information to be delivered.

59. **(Previously Presented)** The method of Claim 30, wherein the consumer information about the product is supplied by providers of the product.

60. **(Previously Presented)** The method of Claim 30, further comprising gathering the consumer information about the product from providers of the product, said gathering comprising contacting one or more of said providers of the product to inquire whether said one or more providers desires to supply the consumer information about the product.